

important single question pertains to delivery. Rapid delivery, low freight costs, on-time delivery and undamaged merchandise is the dream of every retailer. The closer that a manufacturer can come to fulfilling this dream, the closer he is to obtaining the initial and repeat orders.

6. Showing Product

Few people would buy a horse without seeing it, and the same applies to furniture. Retailers will not buy furniture without seeing it. Even the best sales catalog pales in comparison to actual touching and seeing the product. Markets and plant visits are means by which the retailer can see the product. The most effective way to display the product is at the High Point furniture market. Comments from both retailers and Canadian manufacturers during our interviews attest to the tremendous exposure provided at High Point. Quite a few Canadian manufacturers currently exhibit there, or are considering showing there in the near future.

We realize that the cost of High Point market space may be prohibitive for many Canadian firms, and they require an alternative to what the U.S. manufacturers and retailers regard as "the market." Regional markets in Seattle and Minneapolis, although not nearly as well attended as High Point, do provide a place where retailers can see the product. Canadian furniture markets and factory visits are also alternatives to a High Point showing. In order to minimize no-shows at Canadian